



*News From*

# JACK DOYLE

## MONROE COUNTY EXECUTIVE

**For Immediate Release**

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### **MONROE COUNTY OFFERS AIRPORT AMBASSADOR CONCIERGE PROGRAM FOR THE HOLIDAYS**

Monroe County Executive Jack Doyle and the Greater Rochester Visitors Association (GRVA) today announced that the Airport Ambassador Concierge Program will soon be available for a 2<sup>nd</sup> consecutive year. This friendly service program, which assists travelers from "gate to curb," will be offered Monday, November 22 through Sunday, November 28 and Monday, December 20 through Sunday, January 3.

"The Airport Ambassador program keeps Monroe County's reputation as one of the most travel-friendly destinations in America," Doyle said. "We want visitors to feel welcome and we want to live up to our reputation as the Travel Gateway to Western New York."

The Airport Concierge Service operates on the second level of the airport during peak travel times. The staff of this program is primarily available to help travelers find services within the airport and provide information assistance. Ambassadors can be identified by red blazers and name tags.

Other components of the Ambassador Program include a staffed visitors information booth on the first level and taxi driver hospitality initiative. The Visitors Association operates the information booth seven days a week to provide visitors with information about the greater Rochester community. Airport taxi drivers also provide Rochester area visitor guides and display welcome signs.

According to Ed Hall, President of the GRVA, airport information specialists field roughly 3,900 questions per month. Airport Ambassadors are trained to help meet the needs of airport travelers with information about services within the airport and the greater Rochester Community.

"The addition of the Airport Concierge Program rounds out the Greater Rochester Visitors Association's *gate to curb* program designed to welcome visitors to the Rochester Area," said Hall. "By answering questions about the airport facility; other questions relating to hotels, restaurants, and attractions in the area, and by providing our airport taxi drivers with additional helpful information, we hope the visitor's first impression will be the beginning of a positive experience in our area."

The Airport Ambassador Concierge Service is a component of a hospitality partnership created by Monroe County and the GRVA.

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*For further information, call:*

*Communications and Special Events at 428-2380*

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